

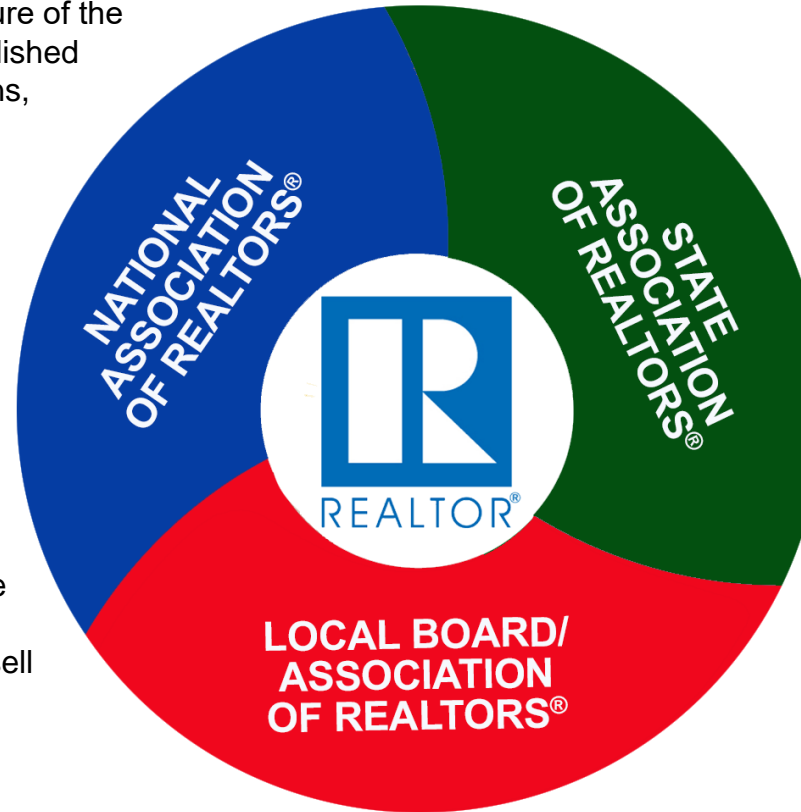
# The *VALUE* of REALTOR® Membership

The term “Three-way Agreement” refers to the structure of the REALTOR® organization. This agreement was established among the National Association, the state associations, and local boards and associations.

*Two of the most important values of membership are:*

**CODE OF ETHICS:** as a REALTOR®, you are held to a code of ethics that supports you and guides you in working with the public and each other.

**ADVOCACY:** your profession works hard to advocate for federal, state and local policy initiatives that Strengthen the ability of Americans to own, buy and sell real property.



## REALTOR® TRADEMARK AND BRANDING:

1. Members can use the REALTOR® trademarks with limitations.
2. Non-member may not use the REALTOR® marks.
3. Design standards for REALTOR® marks must be followed.
4. The REALTOR® marks can be used on the internet and in marketing.

## REALTOR® vs. Licensee (non-REALTOR®)

- REALTOR® = **member** of the National Association of REALTORS®, the REALTOR® prescribes to the Code of Ethics and is held to this code.

*The National Association of REALTORS® is the largest Trade Association in North American with over 1 Million Members*

- Brokerage principals (owners/managers) are REALTORS® thus you are offered the opportunity to become a REALTOR® too.
- The principal REALTOR® or “Managing Broker” of an office determines whether they wish to hold membership in the REALTOR® Association. When he/she elects to hold membership, all agents of that office are also required to have REALTOR® membership.

# The *VALUE* of REALTOR® Membership



## **Members of NAR have access to:**

- [REALTOR Benefits Program](#)
- [Online CE Approved Courses](#)
- [Professional Development](#)
- [Code of Ethics Training](#)
- [Sales and Marketing Tools](#)
- [Current Industry News](#)
- [Market Research & Statistics](#)
- [Conferences and Events](#)
- [Political Advocacy](#)
- [Consumer Outreach](#)
- [Awards and Grants](#)
- [NAR Committees](#)



## **Members of CAR have access to:**

- [REALTOR Benefits Program](#)
- [Online CE Classes](#)
- [Professional Development](#)
- [Leadership Academy](#)
- [Legal Education](#)
- [Arbitration and Mediation](#)
- [Legal Hotline](#)
- [Political Advocacy](#)
- [Market Research & Statistics](#)
- [Committees & Advisory Groups](#)
- [Conferences & Expos](#)
- [Consumer Center](#)



## **Members of FCBR have access to:**

- [Member Benefits](#)
- [CE & Industry-Related Classes](#)
- [Conferences & Events](#)
- [Committees](#)
- [Political Advocacy](#)
- [Industry Partners](#) (Found in Member Directory)
- [FCBR News](#)
- [Monthly Housing Reports](#)
- [Member Service & Support](#)
- We carry Sentrilock Equipment/Sign up forms in office!
- Realtor® Store!



- Choose a local association in Colorado (32 locals). Our Association is FCBR – Fort Collins Board of REALTORS®  
[www.FCBR.org](http://www.FCBR.org)
- Annual dues covers Local, State and National fees. Annual dues are paid in full (one payment) by October 1<sup>st</sup>.
- You must choose a local association within 30 days of joining the member brokerage.
- You must attend new member orientation and complete the new member code of ethics to obtain REALTOR® membership.
- For new agents who have questions about joining, please call Carrie Bethurum, Membership & Finance Manager at 970.223.2900 ext. 1